

## Bill Kulsky Drowned in Bow River

William Michael Kryukowsky, aged 14 years was drowned in the Bow River while hunting Saturday.

With Mike Running Rabbit, Ted Boos, G. and M. Rasmussen he set out Saturday morning to hunt small game.

At a point some five miles south of town or about 15 miles on the road about road crossing the river where the accident occurred the hunters decided to separate and meet again at a certain hour. On an island Bill and Running Rabbit decided to go around it following the shore, each going in the opposite direction. In due time Running Rabbit arrived at the starting point but did not see his companion during the circuit. The hour passed when they were to meet. Some time later Bill's gun and ammunition was found on the river bank. Foot prints led into the river and near by a dead goose lay in the water. It was evident to the hunters that Bill had shot a goose and had waded into the river to retrieve it and probably drowned in the attempt. It is thought that they needed help returned to town.

A search party was organized and went to the spot. Darkness came and all returned to town. During the evening plans were completed for a full scale search party to turn out in the morning. At daylight, a party of about 200 men turned out complete with boats and trawling nets. The men came from Arrowwood, Gleichen and other nearby towns. There were also Indians from the reserve. Meantime in town the women realized the hunt might be unsuccessful and sent bundles of sandwiches and coffee to take to the river. About the time they were ready to go, 9:30 a.m., the search party arrived in town and Bill had been found.

The searchers under Cpl Yates with three other mounted police, put two boats in the river where the footprints showed, which is a very quiet spot in the river. In a very few minutes Const. Glingard's net caught and upon pulling the object up found it was the body of Bill Kulsky. An airplane had been used in the search and when it was informed the body had been found winged its way up and down the river informing other searchers their work was done.

William Kryukowsky was born in Calgary on May 20, 1938 and with his parents came to Gleichen almost two years ago. While here he attended school.

The funeral will take place in Calgary and interment will be made in the family plot there.

## FROM THE FILES OF THE CALL

George H. Gooderham will address a men's luncheon at Clancy next Monday.

Miss M. Crawford spent the week-end visiting at the home of Mrs. and Mrs. Chas. Thompson.

Arthur Renaud of Calgary spent a few days in town looking after his interests in this vicinity.

Mrs. J. Kobel has left for the Peace River to visit relatives for some time.

Howard Ellis leaves to go for Red Deer where he will live in future.

Miss M. McHenry, Miss E. Blaine and Miss A. Thorburn, who are training in the hospital in Calgary spent Monday in town visiting their friends.

For a day or so last week there was a shortage of men in town. Threshers wanted men to fully man their combine machines.

Bill Taylor, Lou McMillan's right hand man had the misfortune to have his fingers badly mangled when he was in the business end of a sledge hammer. When the drill wavered Bill's fingers absorbed the blow.

Mrs. Jas. Eglise and Master Jim have returned from a four month's sojourn in England visiting Mrs. Eglise's parents.

Mrs. W. McKay and Mrs. R. W. Brown entertained at what at the farmer's home one evening last week, in aid of the rink.

## WANTED A NEW WORLD

Capitalism is defined in the dictionary as "an economic system that..."

permits private ownership of land and natural resources such as coal and iron, and the right of private enterprise to sell services and goods at a profit.

This definition is very good as far as it goes, but when we speak of capitalism, as opposed to socialism or communism, we think of more than the ownership of land and management of property. We think of the right to think our own thoughts and to express them, to plan our own lives and to direct them, to believe what we want, to live as we want, to our faith and to teach it to our children. Capitalism is not a completely satisfactory name for such a cause. The same is true of the term "free enterprise" which is an essential part of the cause but not the whole of it. The term "our way of life" is even less satisfactory for it might be taken to include some things we are not prepared to fight for.

This leaves us with no adequate name for the cause which we believe the bulk of our people would like to see prevail.

We believe and we think most people will agree with us that all human progress comes from the time when man first learned to talk and to communicate with his fellows and that if he had not been free to talk and to think there would never have been any progress or any civilization.

We little know how much we owe to the fact that men learned to talk before they learned to set up governments.

## F.W.U.A. Meeting

The regular meeting of the F. W. U. A. was held at the home of Mrs. Norma Grey on November 10th. The meeting was conducted by the new president Mrs. McKee with Mrs. N. McMillan acting as secretary in the absence of Mrs. F. Sammons.

Plans were made to enter the "Action Contest" which will be in charge of Mrs. McMillan.

A demonstration on "Handicrafts" was very ably given by Mrs. Norma Grey and was enjoyed by all present. After the meeting adjourned a dainty lunch was served by the hostess and her helpers.

The satin quilt was won by Mrs. G. Robinson and the cushion by Mrs. B. Seligson. The next meeting will be held in the home of Mrs. Kooles on November 20th.

## OBITUARY

WILLIAM J. SERVICE

William Service a resident of Gleichen for many years died in Red Deer last week after ailing for some time. He was sixty years of age.

Mr. Service was born and raised in Gleichen and attended the local school. When he finished school he learned the blacksmith trade under his father who a blacksmith shop was located in a restaurant in town. For several years with his family lived in Husar but returned to Gleichen in the early thirties. Several years ago with his family moved to Red Deer where he lived until he died.

Besides his wife he is survived by four daughters, six sons, two brothers and five sisters.

Funeral services were conducted in Red Deer Friday and burial made in the cemetery there.

An enjoyable afternoon was spent at the home of Mrs. C. Brown when a number of friends gathered for a shower for Mrs. Kay Walker, new Miss Kitty Lou Engstrom. A contest was put on by Mrs. Bob Burns was won by Mrs. R. J. Burne. A dainty lunch was served by the hostess and helped. The bride was presented with a basket of lovely gifts from her many friends. Mrs. Walker very graciously thanked her friends and invited them to her home for her new home.

Tom Wilson has purchased the residence known as the McConnell house and is preparing to move it a couple of miles north of town where a new house is located. He will move into the house as soon as it is ready. The house was built by one George Wakefield. Mr. Wakefield never lived in the house because he never finished it. The late Wm. McConnell purchased the place and finished it and lived in it for many years.

Canadian personal income in 1950 was 18 per cent higher than in 1949.

## United Church W.A.

The United Church W. A. met at the home of Mrs. M. B. Bolger last Wednesday. The meeting was led by the president and the opening prayer by Rev. W. Morrison. The devotional period was given by Mrs. Bolger.

After the usual procedure of business, the main discussion was held around the annual bazaar, some cooking and tea which will be held on November 28th in the Recreation Centre beginning at 3 p.m. In the afternoon. A committee was appointed to look after the final arrangements for same.

Collecting for the British and Foreign Bible Society is being taken care of by Miss Liberty. Meeting closed with the Hymn Benediction and a social hour followed over a dainty lunch.

## ITEMS OF NEWS OF GLEICHEN AND VICINITY

Mr. and Mrs. B. Canning of Carleton have moved to town. The former is assisting Ted Proggat at the U. G. G. elevator while Mrs. Canning is with the Stogie of Shore Stores.

Walter Rogers of Marystown, B. C. is spending a few days in town visiting his brothers. While here he is doing a little hunting.

Bert James of Black Diamond spent a few days in town during the past week visiting relatives and friends.

Mrs. M. Roache and son Jimmy returned at a turkey dinner in honor of Mr. and Mrs. W. H. Schutte (nee "Auntie Roache") who are going to make their home in California. The dinner was given by Mrs. E. MacArthur, O. G. Gardiner, C. Roache, Mrs. Walker and Mrs. Miller. In the evening some of Pauline's very dear friends called to wish them good luck in their new home.

The Remembrance Day service in the Community Hall was attended by a large crowd. Mr. Major John Steele of The Salvation Army, Calgary, delivered the address. Officers on the platform were Mr. Major A. F. Parkinson, Major L. Hansen and Rev. Wm. Morrison. After the service was completed at the monument the Legion members laid wreaths on the graves of the veterans in the local cemetery.

The annual dance staged by the Gleichen Legion last night was well attended and all seemed to enjoy themselves.

Mrs. Drinnen and Mrs. Sather of Calgary spent a day in town visiting friends. Years ago both were residents of Gleichen.

## THE USE OF FERTILIZERS

Dr. L. H. Newman, who recently retired as Ironmonger cerealist—after a long lifetime of valuable effort devoted to the advancement of Canadian agriculture—has been applying himself on his farm among other things, to experiments with fertilizers. He has applied fertilizer on some poor parts of his farm in quantities far in excess of those recommended by the manufacturers. The results have been startling. The fields that have shown the greatest net profit have been those which had applied to them the greatest amounts of fertilizer. Here, then, is something in practical land management that is worthy of attention. It would be well worth while for farmers themselves to make careful experiments, using on small plots the larger amounts of fertilizer than they have been in the habit of doing, and to take careful note of the costs and the yields. We must remember that much of what we are doing in agriculture is still in the elementary stage, and that a farmer with his practical work can make experiments and might find things out that may be of benefit to all other farmers. The idea should be to take nothing absolutely for granted, but to try all kinds of things on a small scale. Something valuable may occasionally come out of such experiments as this which Dr. Newman's World of What.

## GUARANTEED 100 PER CENT SYNTHETIC

Soon the foreseeable future fabric weavers and garment manufacturers alike may be attaching to their products labels bearing the declaration

"Guaranteed 100 per cent synthetic"—and by so doing ease one of the world's most pressing problems.

That doesn't mean that such natural fibres as wool and cotton are going to be displaced almost entirely as, for example, nylon displaced silk history. The natural fibres always will have a place in the textile industry, but they expect to increase to be taken up by synthetic fibres.

This trend will not be due entirely to the synthetic possession of superior qualities. It will be due also to the compelling force of some basic economic laws.

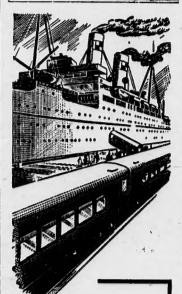
Last year, for example, the population of Canada increased by 420,000, the whole world gained about 25 millions. These additional people require food and clothing. Not only is a rising population pressing on the world's agricultural resources for its food supply, but the pressure is being further increased by higher living standards are going to gain first priority on the world's arable areas. Textile requirements will have to look elsewhere.

It is estimated that farm or ranch land can produce one and a half pounds of wool per acre per year, and the production from grazing land would be considerably less. Cotton requires the best type of arable land. The world's average per-acre yield of cotton was 174 pounds per acre. Rayon is made from wood pulp from the forests.

Forest land—in a perpetual yield basis—can actually provide enough pulp for 280 pounds of rayon per acre. Nylon requires only the acreage covered by the manufacturing plant which is infinitesimal. This infinitesimal acreage requirement for rayon of considerable significance, for it was the increased production of food in the world's most basic supply problem.

In the United States there were 3.25 acres of cultivated land per capita in 1920 while there were only 2.05 acres by 1940 and 2.05 acres by 1950. If the present rate of population growth and increased food consumption continues then the cultivated crop land per capita will be down to 2.0 acres by 1960. If this is becoming a problem in countries like the United States and Canada, where the science of agriculture is advancing rapidly, what must it be in the less progressive parts of the world?

It may well be a full time job for the land to keep our stomachs full without, at the same time covering our backs.



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### GOVERNMENT BUSINESS

Everybody's Business

**MUNICIPAL ASSISTANCE**  
**TAXPAYER:** Do I share in the revenues of the Alberta Government?

**DEPT. OF MUNICIPAL AFFAIRS:** Yes, you do! Approximately 40% of the total expenditure on income account will be distributed in the form of municipal assistance this year.

**FACTS YOU SHOULD KNOW:**

1. All Albertans will benefit from the \$20,000,000 in direct and indirect grants to municipalities this year.
2. The previous grants for the major portion of social services such as Old Age and Blind Pensions, Mothers' Allowance, Indigent Relief and Child Welfare.
3. The previous makes direct grants for roads and bridges, schools and hospitals.
4. The previous will approximate any municipality which will use the will set up to a maximum of three mills. This amounts to a refund of three cents to the taxpayer and will cost the province nearly \$1,000,000 in 1952.
5. Through the Inter-Municipal Projects Act, municipalities have been able to borrow money at a low rate of interest to finance such as difficulties in waterworks and sewerage projects.

**GOVERNMENT OF THE PROVINCE OF ALBERTA**



**"A very valuable citizen"**

When a bank manager was transferred recently a group of citizens wrote the bank in tribute to his sense of public service:

"During the time he was here, we found him to be a very valuable citizen. He always took a deep interest in our community, so we feel we have lost a valuable asset. However, we feel sure that his replacement will be made with a man of similar calibre."

A bank man, by the very nature of his work, becomes part of the life around him. During his training in various branches, and as he takes on growing responsibilities, he learns more and more about people and how his bank can help them. And he brings to his community his personal readiness to serve in any way he can.

This advertisement, based on an actual letter, is presented here by

**THE BANKS SERVING YOUR COMMUNITY**





## OUR COMPLETE SHORT STORY—

## SPELL-DOWN

By MARION WALDEN

It Was Encouragement  
 Arthur Needed; and Addie  
 Gave It To Him.

"SEPARATE." "Embarrass." The words were getting harder and harder. Addie Barth, now a spectator, figured. Addie had been eliminated early in the spelling contest but she was satisfied to be a belle rather than a brain. Her heart stopped beating while Arthur successfully got through "physician." Three went down on "phibate" before Roscoe Meyers relished it all.

Why on earth had she ever made that silly bargain? Her engagement, it is stated the big dance with Arthur had been settled weeks ago. Then Roscoe had come home for his college vacation and had butted in. Back in high school she'd thought Roscoe quite a catch. Why hadn't she just said, "You take too much for granted," instead of promising to go with the winner of this spell-down? Arthur was shy, anyway, and now if he lost, he'd surely feel she was giving him the mitten.

Everyone knew the champion would be either Roscoe or Arthur, and now she realized Roscoe had far better chance. He'd be in better practice, studying law than Arthur just working here in a shop. Besides, Roscoe was used to old Miss Hibbard's queer pronouncements because he'd lived here all his life. It wasn't really fair to have Miss Hibbard do the pronouncing, but she'd been doing it for thirty-five years, and would be dreadfully hurt if they asked anyone else. Now she was smiling "recozite," Roscoe snarled a little.

Addie wondered what Roscoe would think when he found out she'd embroiled the old pillow for Arthur for Christmas. It had been a lot of work, all sold red roses and purple violets in long and short stalks, and had taken so long that she'd have to hurry now to finish Mamma's corset - cover. Mamma thought it forward of her to give a man anything so personal before she was engaged to him, and perhaps it was a bit, but Arthur needed encouragement.

Mamma was partial to Roscoe, she was forever nudging comparisons, saying, "Mr. Meyers is so gentlemanly, Addie." He noticed how

Roscoe never forgot to jump to open a door for a lady, or pull out her chair with a flourish, but Mamma didn't know that he pinched Addie's elbow and gave her impatient little slaps when he helped her into a buggy. It was just Arthur's bashfulness that made him seem awkward. He was really the soul of courtesy, and felt badly whenever he forgot his manners. Besides, he was learning to do what he could hold Addie's cloak so that she didn't nearly ruin her dress means trying to find the armhole, and buckle her overboots without getting all twisted up in her skirts.

Mamma didn't know how smart Arthur was, either. When he was alone with Addie he could make up the cleverest ruse he liked. He was a real wit, not just silly like Roscoe, who could think up anything funnier than playing her about her ear, showing through her pompadour, and Arthur was ambitious. He was and Arthur was ambitious. He was and Arthur was ambitious. He was and Arthur was ambitious.

But he was just a little timid. It was only a look in his eye, on occasion, at night when the crowd sang "Nuts to Mamma!" that made her think he might be a little bit of a nut. He was a little bit of a nut. He was a little bit of a nut.

Some tricky little words like "pic-nic" and "sine" thinned the ranks down to the two main contenders. Roscoe squared his shoulders and said, "Nuts to Mamma!" and Arthur became careful and guarded. Addie twined her long watch chain on nervous fingers until the watch popped out of her belt. They were given some awful jaw-breakers, "in-ferment," "homogeneous," "transcendentalism." Roscoe got "pompadour," and he grimed at Addie's hair incidentally.

Then Miss Hibbard pronounced "chrysanthum." To Arthur, Drat Miss Hibbard!

Suddenly she jumped, Roscoe was speaking out of turn, "Chrysanthum, if you don't mind, Miss Hibbard, Mum."

Everyone stared. Addie was agitated. Roscoe folded his arms and smiled smugly. He didn't seem to realize that he'd committed the unforgivable rudeness of correcting his elders - and in public! Addie could almost feel the audience blushing for him. They Miss Hibbard seemed to shrink behind her desk.

Addie looked at Arthur. A red flush was creeping up his face. He looked like something about to explode. What would Arthur do? What could he do?

He cleared his throat. "Chrysanthum!" He hung it out. "Ch-y-s-an, a-n, t-h-e, u-m, u-m." He took his seat without waiting for Miss Hibbard's signal.

A grim smile held the hall. "Chrysanthum-mum, Mr. Meyers," Miss Hibbard said tartly. Roscoe spelled the word. He made a sweeping bow to the thin spatter of applause.

The meeting broke up. Addie noticed that everyone avoided Roscoe. They avoided Arthur, too, but perhaps only because he looked so downcast. She made her way to him. "Thank you, Arthur," she said softly. "The whole town - loves you. And I do, too, sign said with her eyes. It was forward, but Arthur needed encouragement."

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Some places in the Arctic have occasional temperatures show 83 degrees in this shade.

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When rheumatic pain gets you down, here's the quick way to get relief. Rub in soothing Mince's Liniment. Is it good? Just try it, you'll see!

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## Hope U.S. To Lift Embargo Soon



Canadian cattle men are hopeful that the U.S. embargo against Canadian livestock, imposed at the outbreak of the hoof-and-mouth disease in 1927, will be lifted. Their hopes are based on the relatively high bidding by U.S. cattle men at Canadian livestock shows. At the sale at the Cattleman in Toronto, 19 out of 28 head of Canadian cattle, which boasted the average price to the satisfaction of Canadian cattlemen. This bull, Rosamunde Ke-cho-Recho, held by Judy Smith of Brantville, Ont. brought top price, \$2,000, at the auction.

## Fashions

Week's New-Thrifty



4508 STES 12-20

by Anne Adams

Save material! Sew these smart separates! ONE YARD 35-inch, one YARD 45-inch, one YARD 54-inch, one YARD 60-inch, one YARD 66-inch, one YARD 72-inch, one YARD 78-inch, one YARD 84-inch, one YARD 90-inch, one YARD 96-inch, one YARD 102-inch, one YARD 108-inch, one YARD 114-inch, one YARD 120-inch, one YARD 126-inch, one YARD 132-inch, one YARD 138-inch, one YARD 144-inch, one YARD 150-inch, one YARD 156-inch, one YARD 162-inch, one YARD 168-inch, one YARD 174-inch, one YARD 180-inch, one YARD 186-inch, one YARD 192-inch, one YARD 198-inch, one YARD 204-inch, one YARD 210-inch, one YARD 216-inch, one YARD 222-inch, one YARD 228-inch, one YARD 234-inch, one YARD 240-inch, one YARD 246-inch, one YARD 252-inch, one YARD 258-inch, one YARD 264-inch, one YARD 270-inch, one YARD 276-inch, one YARD 282-inch, one YARD 288-inch, one YARD 294-inch, one YARD 300-inch, one YARD 306-inch, one YARD 312-inch, one YARD 318-inch, one YARD 324-inch, one YARD 330-inch, one YARD 336-inch, one YARD 342-inch, one YARD 348-inch, one YARD 354-inch, one 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## HOW YOU WILL BENEFIT BY READING

the world's daily newspaper—

**THE CHRISTIAN SCIENCE MONITOR.** You will find yourself one of the best-informed persons in your community on world affairs when you read this world-wide daily newspaper regularly. You will gain fresh new viewpoints, a fuller understanding of today's vital news—PLUS help from its exclusive features on homemaking, education, business, theater, music, radio, sports.

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## HERE AND THERE

Looking for Something? Try a classified ad in The Call.

The car stopped suddenly in a dark side road. "Out of gas," our hero said. The girl friend pulled a flask out of her handbag. "Wow," said he, "What's that? Rye?" "No," she retorted, "gasoline."

A little girl was watching her mother spread cold cream on her face. "What's that for mummy?" asked the tot.

"That's to make me beautiful, mother remove all the cream, she darling," replied the mother. "After the girl had watched her didn't work, did it?"

To buy the things I want



I save for them at

The Canadian Bank of Commerce

## Town & District

Ted Krause returned to town last week from Keg River, Alta., where he spent the past summer looking after his farm there. Keg River is north of Peace River.

Mr. and Mrs. Fontaine are having extensive repairs made to their residence. The repairs have made a decided improvement in the appearance of the house.

The turkey shoot staged Sunday by the Canadian Legion probably was the most successful ever held here. There were entries from Calgary to Brooks and from points north and south. There must have been 500 people present. The day being perfect no doubt had much to do with the large attendance.

Quite a few people from town attended the supper and entertainment put on by the United Church at Strathmore one evening last week.

There is something to be said in favor of some forms of taxation as opposed to others. But such discussions will never reduce the tax burden. The only way that can be done is by preventing the expenditures that make high taxes necessary.

### MEAT IN SUPPER DISHES

Cold November days demand heartier means and the family will be well satisfied if meat is served in substantial supper dishes. Hamburger or minced meat can be used to good advantage in many casseroles. These meats are economical too, for when you buy ground meat, you can be sure you are getting all meat and not paying for bone. One thing to remember about ground meat is that it should be used promptly, for it spoils more quickly than meat in the piece.

It is regular practice to serve meat patties with a sauce made with condensed cream of mushroom or tomato soup, but have you tried cream of asparagus or celery soup as well? It's delicious. Meat patties may also be served on a bed of spaghetti or baked beans. Instead of making patties, the ground beef could be made into a loaf with a layer of baked, mashed squash or cooked mashed peas topping it.

Here is a meat pie idea with a twist. Make a crust of seasoned beef mixed with Worcestershire sauce, sautéed onions, and bread crumbs—about half a cup of crumbs to a pound of beef. Line a pie-plate with the ground beef mixture, then fill with seasoned vegetables such as drained canned tomatoes and corn. Instead, the ground beef crust could be put into muffin tins to make individual pies. It looks good, tastes good, and is good.

Here is another idea for a tempting supper dish—not stuffing in the meat, but meat in the stuffing. Use seasoned minced beef or hamburger mixed with sautéed onions to stuff vegetables like onions, squash, or cabbage.

### UNITED CHURCH SERVICES

Sunday School at 11 a.m.  
Evening service at 7:30 o'clock.  
W. A. Son, Minister.

### Free Methodist Church

Sponsors Sundays the  
LIGHT AND LIFE HOUR  
CFAC, 10:00 - 10:30 A.M.

### FOR SALE BY OWNER

REASONABLE CALGARY  
REVENUE PROPERTY  
Good 6 room semi-bungalow with self-contained 4 room basement suite. Close to bus, schools, stores, in residential district. M. Galloway, Central Feed Store, 1520 14th Street West, Calgary.

Coral is animal life.  
The rutabaga is a Swedish turnip.

Australia was formerly called New Holland.  
Charles Goodyear invented vulcanized rubber.

Flower arrangement is a national art in Japan.

Women are not eligible for Rhodes scholarships.  
Ambergris is worth almost twice as much as gold.

The eye responds more quickly to stimuli than the ear.

A pound of ice occupies more space than a pound of water.

Leonard da Vinci, the painter, wrote from right to left.

Winters in places near the ocean are warmer than those inland.

Dog's tongue is the only part of its body that can regenerate.

**ASHES? NEVER AGAIN!**

*How we love our Oil heat!*

And who wouldn't love it! Just look at the time and work that oil saves... no ashes to carry... no temperamental fires to tend... no grimy dust to track about the house. Oil gives steady, comfortable heat, economically.

And for top efficiency in your space heater, floor furnace, automatic oil burners, hot water heaters, stoves, stock trough heaters, and chicken brooders, use economical Esso Heating Oil.

See your oil burner equipment dealer for installation and service. Contact your nearest Imperial Oil Office or Agent for your supply of dependable, economical Esso Heating Oil.

**ESSO IMPERIAL OIL LIMITED**

THE SIGN THAT SAYS MORE FOR YOUR MONEY

## Only Chevrolet delivers so much



Saves you money all along the line!

### MORE TRUCK FOR YOUR MONEY!

Get the price on the Chevrolet truck that's the right size, type and capacity for your work. You'll find that Chevrolet gives you far more for your money—because it's engineered and built to unsurpassed standards of value.

### ROCK BOTTOM OPERATING COSTS!

You can't beat Chevrolet's Valve-in-Head engines for over-all economy. They just keep rolling along. A choice of four time-tested high torque engines to match the load.

### LOWER DEPRECIATION!

When the time comes to trade in your Chevrolet truck, here's good news: Year after year, used Chevrolet trucks traditionally bring more money, compared to what they cost, than other makes. That's because of Chevrolet's wide customer acceptance.

### ENGINEERED ECONOMY!

Every Chevrolet truck gets the job done fast and sure—providing the widest selection of body styles as well as chassis for special bodies in wheelbases from 110"-212".



## Another reason why more people buy CHEVROLET TRUCKS than any other make!

When you buy a truck, whatever you're hauling, you buy it for one reason and one only—to make money. And, in the long run the truck that saves you the most is the truck that gives you the most. And that, without fluffs or fancy talk, is one of the biggest basic reasons why more people buy and drive Chevrolet trucks than any other make.

Look at it any way you want. You save because Chevrolet's economical, dependable Valve-in-Head engines, famous for power and stamina, keep fuel consumption low. You save because Chevrolet's husky hypoid rear

axles, deep channel-type frames, Flexi-Mounted cabs, Recirculating Ball-Steering and other Advance-Design features keep maintenance costs down. And you keep on saving while you earn because these extra values are built in to stay in, to protect your truck investment.

But seeing is better than saying, so come in and look these versatile, money-making Chevrolet trucks over from top to bottom. Check the comparative values of Chevrolet trucks and prove to yourself that Chevrolet does save you money all along the line.

GLEICHEN MOTORS